

Estimated revenues from the sale of Artifex Mundi S.A.'s products – July 2024

Attachment to current report 25/2024

In thousands of PLN	July 2024	June 2024	Change MoM	%	July 2023	Change YoY	%	July 2024 YTD	July 2023 YTD	Change YoY	%
Revenues from the sale of products	8 347	7 871	476	6%	7 683	664	9%	60 496	43 219	17 276	40%
Free-to-play games:	7 739	7 303	436	6%	6 843	897	13%	55 487	36 822	18 665	51%
Unsolved	7 708	7 263	445	6%	6 738	971	14%	55 088	35 831	19 257	54%
Bladebound	31	40	-9	-23%	105	-74	-70%	400	987	-588	-60%
Other	0	0	0	-7%	1	-1	-86%	0	4	-3	-89%
HOPA games	594	552	42	8%	813	-219	-27%	4 876	6 206	-1 330	-21%
Premium games	14	16	-1	-8%	28	-13	-48%	132	191	-58	-31%
Player acquisition costs	4 635	3 898	737	19%	4 572	62	1%	30 294	22 878	7 416	32%

- The value of revenues at level of PLN **8,3 million** was achieved with user acquisitions costs of 4,6 million.
- The daily revenues from the **Unsolved application** were on average **higher by 2,7% mdm., month-on-month**, daily user acquisitions costs were on average **higher by 19,6k (15,1%)**.
- The revenues from the **Unsolved application** amounted to **PLN 7,7 million** (+14% year-on-year) with user acquisition costs of **PLN 4,6 million** (+1% year-on-year), resulting in **the first margin of PLN 3,1 million** (+42% year-on-year).
- In the segment of HOPA games, the game Agent Walker: Secret Journey was released for the first time on all console platforms.



Estimated revenues from the sale of Artifex Mundi S.A.'s products – July 2024 (cont.)

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